

USDA AGENCY **Animal and Plant Health Inspection Service**

TOPIC Animal Identification

MEDIUM **:60 Radio**

TITLE "Ranchers chat"

DATE 12/10/2004 © APHIS

APPROVED AIR COPY

(Snd efx background - Cattle Sounds)

RANCHER 1: Y'know, in all my years of ranching this may be one of the most important decisions I've made?

RANCHER 2: What's that, the USDA's new animal ID system?

R1: Yep. The National Animal Identification System just makes sense to document the movement of our animals as they move from one location to another.

R2: Well, it's in our best interest to do what we can to help contain any diseases that might occur.

R1: It's all about protecting our herds.

R2: Hey, I'm with you on that. Which animals are included?

R1: Cattle and bison; swine; sheep; goats; horses; poultry; llamas and alpacas; deer and elk.

R2: So, how did you get all the facts on this?

R1: Well, you can visit the website at www-dot usda-dot gov- slash- nais [spell this out]. Or call your state Department of Agriculture or your State Veterinarian.

R2: I'll get right on it.

R1: There's no time like the present....

ANNOUNCER: Our animals. Our livelihood. Our future. A message from the U.S. Department of Agriculture, Animal & Plant Health Inspection Service. Visit www.usda.gov/nais or contact your state department of agriculture.

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MEDIUM **:30 Radio**

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RANCHER 1: In all my years of ranching this may be one of the most important decisions I've made. The USDA's National Animal ID System just makes sense.

R2: Yep, to document the movement of our animals as they move from one location to another. It's in our best interest to help contain diseases that might occur.

R1: And protect our herds.

R2: I'm with you. How do you get all the facts on this?

R1: Visit the website at www-dot usda-dot gov- slash- nais [spell this out]. Or call your State Department of Agriculture or your State Veterinarian.

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